

DATASHEET

# Three Key Steps to Brand Compliance in Digital Channels

In digital channels, partners — affiliates, resellers, franchisees and aggregators, to name a few — provide a multiplier effect by driving new customers and Web traffic, generating incremental revenue. However, partners can misuse trademarks and brands in their promotional efforts, siphoning away traffic and direct revenues. Brand misuse by partners can also drive up advertising costs and result in unnecessary commission payments.

Here are three quick tips to help you optimize your partner marketing programs and encourage compliance with your branding guidelines in digital channels.

## Start with a Solid, Easy to Follow, Compliance Policy

The foundation of a robust brand compliance program for partners is a solid and streamlined policy. The policy should clearly define terms and conditions for using your logo, photography and other material that is covered by copyright. Make sure your brand compliance policy for partners covers the use of trademarks, especially in domain name registrations and social media accounts, as well as the use of branded keywords for search engine marketing. And, make sure the policy spells out what happens if a partner violates the policy.

## Monitor ALL Relevant Digital Channels

Understand the types of abuse that plague brand compliance programs and monitor for non-compliance across all relevant digital channels. Common brand misuse by partners includes improper or unauthorized use of trademarks and copyrighted images in their own site content, setting up a social media presence using trademarked terms or registering domain names that include trademarked brand names or slogans, a practice known as cybersquatting. Non-compliance in paid search advertising hits the bottom line, as partners compete with you for branded terms, driving up your cost-perclick. These practices can also lead to extra commission payments and customer confusion as consumers think they are interacting with the brand directly, rather than a partner. To effectively identify and combat instances of abuse, set up a monitoring program across the many digital channels in which you and your partners engage with customers

## Take a Measured Approach to Enforcement

Make sure your brand compliance policy clearly spells out what can happen if a partner violates the terms and conditions. Remember, non-compliance is often an

*“With an established brand compliance program, you can provide clear guidelines for your partners to follow and create a fair and effective process when enforcement is necessary.”*

oversight or misunderstanding on the part of the partner and can be quickly addressed. A multi-step escalation process for carrying out enforcement activities is recommended. In fact, one of the best practices in enforcement is to use “compliance letters” that describe a particular violation and the actions the partner needs to take to become compliant. Brand compliance letters should strive to maintain valuable, ongoing business relationships.

Partners play an important role in driving incremental business for your company. With an established brand compliance program, you can provide clear guidelines for your partners to follow and create a fair and effective process when enforcement is necessary. By bringing your partners into compliance with your branding guidelines, you can optimize your brand’s overall digital strategy and capture additional revenue.

## About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world’s leading brands. In the digital world, brands face new risks due to the Web’s anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. To learn more about MarkMonitor, our solutions and services, please visit [markmonitor.com](http://markmonitor.com) or call us at **1-800-745-9229**.